



**THE
COMMITTEE
OF 200**
Success Shared

2017 Annual C200 Conference Sponsorship Opportunities

To foster, celebrate and advance women's leadership in business.

About C200

C200 members are the world's most successful female corporate leaders and entrepreneurs. Members are women who lead businesses: to qualify for membership, corporate women must have direct responsibility for P/Ls of at least \$250 million, while our entrepreneur members are the owners (often founders) of businesses with annual revenues of at least \$20 million. They have made groundbreaking steps for women in a diverse set of industries, and their vision and influence make them role models for women worldwide. Members represent firms such as Accenture, AT&T, Campbell Soup Co., DuPont, EY, Elizabeth Arden, Google, Home Depot, Ingredion, Intel, Jazzercise, KeyBank, Hint Water, Pfizer, Spanx, Proactiv, and TheStreet.com, among many others.

- C200 members represent more than 100 industries in North America, Europe, Asia, and Latin America.
- C200 members collectively employ more than 2.5 million people.
- More than 90% of C200 members sit on one or more corporate, private or nonprofit boards.
- Sixty-five percent of C200 entrepreneurs were founders or co-founders of their businesses.
- Half of C200 members run businesses with revenues in excess of \$100 million, while around a quarter represent businesses with revenues in excess of \$500 million.
- C200 member companies generate more than \$1.4 trillion in annual revenues.

C200 offers women business leaders access to unique programming and an unparalleled professional and personal network of their peers.

Through targeted outreach and support to future female leaders, C200 also helps ensure that women will continue to take increasingly significant and visible leadership roles. By sharing their success with one another and with future leaders, C200 is spearheading meaningful and enduring change.



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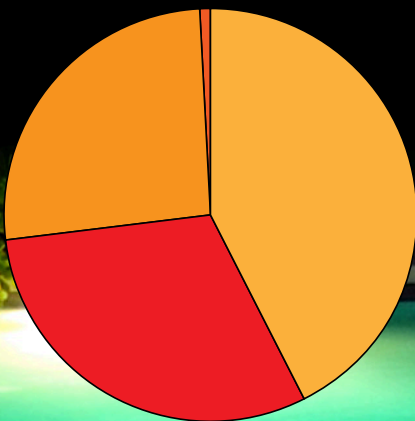
2017 C200 Annual Conference
November 2 – 5, 2017
The Ritz-Carlton Key Biscayne

The C200 Annual Conference is the largest gathering of C200 members each year, bringing together female leaders to discuss new business trends and further the advancement of women in executive positions.

Why Sponsor

Access to decision-makers and influencers in the executive suite. C200 members are among the most senior executives in their companies. Nearly one-quarter run businesses in excess of \$500 million.

Who Attends?



150+ Leaders

54% – Current or Former President, CEO or Board Member

39% – CTO, COO and other senior executives

33% – Owners/Founders

1% – Future Leaders/Scholars

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BASELINE SPONSORSHIP BENEFITS

Sponsorship Level	LUMINARY AWARD SPONSOR	LIVE AUCTION SPONSOR	PLATINUM	GOLD	SILVER	BRONZE
Total Investment for Sponsorship	\$50,000	\$50,000	\$30,000 - \$35,000+	\$29,999 - \$20,000	\$19,999 - \$10,000	\$9,999 - \$5,000
Max Amount of Sponsors Per Level	4	1	4	5	11	12
ACCESS & NETWORKING BENEFITS:						
Each listed benefit serves as the base platform to help you further define your proprietary platform and prepare to engage or re-engage Attendees during the Annual Conference						
Sponsor Registrations	10	10	5	3	2	1
Opportunity to split sponsorship between companies	x					
Opportunity to participate in onsite sponsor debrief/networking meeting	x					
Opportunity to attend all hosted meals and business networking functions	x					
3 nights room accommodations at the discounted room rate of \$379 plus tax per night for sponsor hosts	x					
VIP table during Education Sessions, lunches and Foundation Dinner	2			1		
Choice of Award to Sponsor: Luminary, STEM Innovator, Corporate Innovator or Luminary Lunch	x					
Choice of Activation Opportunity: Mobile App Sponsor, VIP Reception with Keynote Speaker, Opening Reception, or Closing Reception			x			
Choice of Activation Opportunity: Breakfast (3), Lunch (1), or Member Lounge Sponsor				x		
Choice of Activation Opportunity: Luminary Table or Registration Sponsor					x	
Choice of Activation Opportunity: Group Exercise, Networking Break (2), Education Session or “Goody Bag” sponsor						x

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Max Amount of Sponsors Per Level	4	1	4	7	11	12
PROMOTION BENEFITS:						
The Annual Conference offers maximum visibility in front of the best representation and cross-section of the C200 membership. Your company will be aligned with the Conference through official marketing materials, signage and activation upgrade opportunities.						
Logo recognition on all pages of the Annual Conference website	x					
Logo Recognition with hyperlink under sponsor level on the Annual Conference website			x			
Logo recognition under level in all related marketing collateral			x			
Full page ad in program book	x					
Half page ad in program book				x		
Logo recognition in onsite event collateral materials			x			
Leader Level Recognition in the Best Business Book	x					
Innovator Level Recognition in Best Business Book					x	
Investor Level Recognition in Best Business Book						x
Logo Recognition on Conference Sponsorship Signage, prominently displayed throughout the event	x					
Text Recognition on Conference Sponsorship Signage, prominently displayed throughout the event					x	
Logo Recognition on all sponsored event signage, displayed during designated time (when applicable)			x			
Opportunity to provide décor for sponsored activity (when applicable, at additional cost to sponsor)			x			
Logo recognition, Company Contact information and description on Mobile App	x					
Logo recognition and Company Contact information on Mobile App					x	
Special Recognition from General Session Stage	x					
Scrolling Logo Recognition from General Session Stage			x			
Opportunity to provide welcome remarks from General Session Stage	x					



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LUMINARY AWARD AND LIVE AUCTION LEVEL SPONSORSHIP BENEFITS

Sponsorship Level.....	Luminary & Live Auction Level Sponsors
Total Investment for Sponsorship	\$50,000
Max Amount of Sponsors Per Level.....	5

CHOICE OF FOLLOWING AWARD TO SPONSOR: LUMINARY, STEM INNOVATOR, CORPORATE INNOVATOR

All Award Level Baseline Benefits

Logo recognition and 100 word company description on Award webpage

Logo recognition in all printed marketing collateral recognizing Award

Logo recognition in C200 Annual Meeting promotional collateral

One table-top for promotional collateral during awards ceremony

Rotating Logo on stage screen during Awards Ceremony

Opportunity for logo to be placed on award

Opportunity for designated staff to present award onstage

VIP Photo Opportunity with Award Winner, C200 President and selected Board Members

Post-Event Recognition on Email showcasing Award, Award Winner and Sponsor

Opportunity to host a webinar for members in Q1 2018 on a mutually agreed upon topic

The opportunity to be the featured C200 sponsor in the C200 Weekly Member Update for six weeks

LUMINARY LUNCH SPONSOR (1 AVAILABLE)

All Award Level Baseline Benefits

Logo recognition as Lunch sponsor on C200 Annual Conference website

Logo recognition as Lunch sponsor in related printed marketing collateral

One table top for promotional collateral during Lunch

Opportunity for scrolling video to be played during lunch and branding of tables

Opportunity for welcome remarks

LIVE AUCTION SPONSOR (1 AVAILABLE)

All Live Auction Sponsor Baseline Benefits

Recognition on the Mobile Auction App to include ad

Logo on Auction Paddles

Logo on all Auction Signage

Opportunity to distribute promotional collateral with Auction Paddle, to be placed at every seat

Recognition at the cocktail reception, logo scrolling or ad scrolling on Auction screens

Welcome remarks from stage to welcome all guests and kick-off live auction

VIP table for 10 during dinner/Live Auction

Recognition on Live Auction screens



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PLATINUM LEVEL SPONSORSHIP BENEFITS

Sponsorship Level	Platinum Level Sponsor
Total Investment for Sponsorship	\$30,000 - \$35,000+
Max Amount of Sponsors Per Level	4

MOBILE APP SPONSOR (1 AVAILABLE)

- All Platinum Level Baseline Benefits
- Logo recognition as Mobile App sponsor on C200 Annual Conference website
- Logo recognition as Mobile App sponsor in all printed marketing collateral
- One table top for promotional collateral next to Mobile App Assistance area
- Ad and upgraded company recognition on Mobile App

VIP RECEPTION WITH KEYNOTE SPEAKER SPONSOR (1 AVAILABLE)

- All Platinum Level Baseline Benefits
- Logo recognition as VIP Reception sponsor on C200 Annual Conference website
- Logo recognition as VIP Reception sponsor in related printed marketing collateral
- One table top for promotional collateral during VIP Reception
- Opportunity for welcome remarks and introduction of Keynote Speaker
- VIP Photo Opportunity with Keynote Speaker, C200 President and selected Board Members

OPENING RECEPTION SPONSOR (1 AVAILABLE)

- All Platinum Level Baseline Benefits
- Logo recognition as Opening Reception sponsor on C200 Annual Conference website
- Logo recognition as Opening Reception sponsor in related printed marketing collateral
- One table top for promotional collateral during Reception
- Opportunity for welcome remarks

CLOSING RECEPTION SPONSOR (1 AVAILABLE)

- All Platinum Level Baseline Benefits
- Logo recognition as Closing Reception sponsor on C200 Annual Conference website
- Logo recognition as Closing Reception sponsor in related printed marketing collateral
- One table top for promotional collateral during Reception
- Opportunity for welcome remarks



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GOLD LEVEL SPONSORSHIP BENEFITS

Sponsorship Level	Gold Level Sponsor
Total Investment for Sponsorship	\$29,999 - \$20,000
Max Amount of Sponsors Per Level	5

BREAKFAST SPONSOR (3 AVAILABLE)

- All Gold Level Baseline Benefits
- Choice of day to sponsor, first come, first serve basis
- Logo recognition as Breakfast sponsor on C200 Annual Conference website
- Logo recognition as Breakfast sponsor in related printed marketing collateral
- One table top for promotional collateral during Breakfast
- Opportunity for scrolling video to be played during breakfast and branding of tables
- Opportunity for welcome remarks

LUNCH SPONSOR (1 AVAILABLE)

- All Gold Level Baseline Benefits
- Logo recognition as Lunch sponsor on C200 Annual Conference website
- Logo recognition as Lunch sponsor in related printed marketing collateral
- One table top for promotional collateral during Lunch
- Opportunity for scrolling video to be played during lunch and branding of tables
- Opportunity for welcome remarks

MEMBER LOUNGE SPONSOR (1 AVAILABLE)

- All Silver Level Baseline Benefits
- Logo recognition as Member Lounge sponsor on C200 Annual Conference website
- Logo recognition as Member lounge sponsor in all related marketing collateral
- Opportunity to brand Lounge Area
- One table top for promotional collateral next to Mobile App Assistance area
- Opportunity for staff to man lounge and network with attendees



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SILVER LEVEL SPONSORSHIP BENEFITS

Sponsorship Level	Silver Level Sponsor
Total Investment for Sponsorship	\$19,999 - \$10,000
Max Amount of Sponsors Per Level	12

REGISTRATION SPONSOR (1 AVAILABLE)

- All Silver Level Baseline Benefits
- Logo recognition as Registration sponsor on C200 Annual Conference website
- Logo recognition as Registration sponsor in related printed marketing collateral
- One table top for promotional collateral next to registration
- Opportunity for welcome remarks
- VIP Photo Opportunity with New Members, C200 President and selected Board Members

LUMINARY TABLE SPONSOR (10 AVAILABLE)

- All Silver Level Baseline Benefits
- Logo recognition as Luminary Table sponsor on Award webpage
- Text recognition as Table sponsor in related printed marketing collateral
- Opportunity to brand table for Awards Ceremony
- Opportunity to invite C200 attendees to sit at table, invitations to be facilitated by C200 team



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BRONZE LEVEL SPONSORSHIP BENEFITS

Sponsorship Level	Bronze Level Sponsor
Total Investment for Sponsorship	\$9,999 - \$5,000
Max Amount of Sponsors Per Level	11

GROUP EXERCISE SPONSOR (1 AVAILABLE)

- All Bronze Level Baseline Benefits
- Logo recognition as Group Exercise sponsor on C200 Annual Conference website
- Logo recognition as Group Exercise sponsor in all related marketing collateral
- One table top for promotional collateral in Group Exercise area
- Opportunity for staff to participate with attendees

NETWORKING BREAK SPONSOR (2 AVAILABLE)

- All Bronze Level Baseline Benefits
- Choice of day to sponsor, first come, first serve basis
- Logo recognition as Networking Break sponsor on C200 Annual Conference website
- Logo recognition as Networking Break sponsor in all related marketing collateral
- One table top for promotional collateral during Networking Break
- Opportunity to brand Networking Break area

EDUCATION SESSION SPONSOR (4 AVAILABLE)

- All Bronze Level Baseline Benefits
- Choice of day to sponsor, first come, first serve basis
- Logo recognition as Education Session sponsor on C200 Annual Conference website
- Logo recognition as Education Session sponsor in all related marketing collateral
- Opportunity to distribute promotional materials

GOODY BAG SPONSOR (5 AVAILABLE)

- All Bronze Level Baseline Benefits
- Opportunity to insert gift into promotional goody bag
- Table top next to registration to hand out gift to attendees